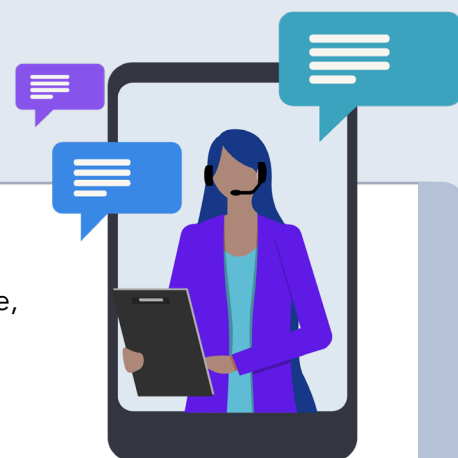


Five Trends To Harness For Better Digital Customer Care



1. Digital Channels are Preferred

- Calling a contact center is the **LAST CHOICE** for Americans aged 18 to 34 – after checking the website, chatting with an agent or chatbot, and reaching out on social media.¹
- Calling a contact center is the **THIRD** option for Americans over 35 – before reaching out on social media.²
- 44% of online consumers think having a live person to answer questions while making a purchase online is one of the most important features a website can offer.³

Source 1,2: <https://liveperson.docsend.com/view/tm8j45m>

Source 3: <https://www.forrester.com/report/making-proactive-chat-work/RES57054>

HOW TO HARNESS THIS TREND

Staff a fully functional digital customer service team and provide them with the best software solutions for online customer care.

2. Online Sales are Surging

- 33.4% of ALL retail purchases were made online in the UK in May 2020.¹
- Worldwide retail ecommerce grew by 27.6% in 2020.²
- There will be ~15 – 30% estimated growth in buying most kinds of items online after COVID-19.³

Source: <https://www.shopify.com/enterprise/global-ecommerce-statistics>



HOW TO HARNESS THIS TREND

Provide FAQs and self-help channels, like chatbots for customers on your website. Ensure agents are well-enabled to handle online shopping queries.

3. Customer Loyalties are Shifting

- 33% of online shoppers bought from a new brand during 2020.¹
- 79% of people that bought a new brand in 2020 intend to buy a different brand in the future.²
- 20% of people tried a new shopping method in 2020.³

Source: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>



HOW TO HARNESS THIS TREND

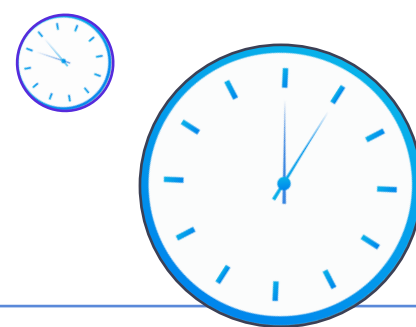
Personalize customer care. Use a digital customer care platform that remembers customers' purchases, tracks which products brought them, and knows why they reached out.

4. Consumers Want to Save Time

- 76% of customers shop on their phones to save time.¹
- 2020 saw a 23% decrease in time spent shopping from 22 minutes to 17 minutes per day.²
- Asynchronous messaging leads to a 30%-time savings over synchronous messaging.³

Source 1: <https://www.dynamicsyield.com/article/50-most-important-dynamicsyield-personalization-stats>

Source 2,3: <https://www.247.ai/articles/the-benefits-of-asynchronous-messaging>



HOW TO HARNESS THIS TREND

Prioritize both asynchronous and synchronous messaging apps for customers to reach out including social media DMs, emails, SMS, and live chat.

5. The 10 Minute Rule

- 73% of consumers aged 18 – 34 would abandon a purchase under \$20 if they don't get an answer within 10 minutes.¹
- 57% of online consumers say that they will abandon a purchase if they do not find an answer to their questions fast enough.²
- About 34% of consumers aged 18 - 34 will abandon a purchase after 5 minutes of searching for answers.³

Source 1,3: <https://liveperson.docsend.com/view/tm8j45m>

Source 2: <https://www.forrester.com/report/making-proactive-chat-work/RES57054>

HOW TO HARNESS THIS TREND

Map out your customer journeys to learn how to optimize FAQs, chatbots, and agent training to answer frequently asked questions.

